

CALENDAR PACKAGE SPONSORSHIP: \$18,000.00

Value Breakdown:

Calendar Printing/Distribution Value	\$13,000.00
Logo on the <i>Metrofest</i> web page	\$500.00
Name, Logo and Link on the Mayors Event Expo Web page	\$1,000.00
Full page ad in Louisville Magazine when the calendar Comes out in March 2006	\$3,500.00
Logo/Name on the city banner That is made available to events On the calendar	\$1,000.00
Comp Booth at Mayors Event Expo	\$550.00
Mayor to mention calendar And sponsor on weekly radio Call-in shows	\$1,800.00
Calendar info to City distribution 3,000 email addresses Greater Louisville Inc. Greater Louisville Convention And Visitor Bureau Louisville Metro Neighborhood & Business Assoc. Main St. Assoc. Louisville Central Area	\$2,500.00
Info booth at selected Louisville Metro sponsored events	\$2,000.00

In-Kind Value

Thank you photo with Mayor
Speak at the press conference where the calendar is unveiled
First right of refusal to 2007 calendar
Mentioned in press advisory and releases

TOTAL VAULE OF SPONSORSHIP \$25,850.00